

# ShipsStore Bulletin



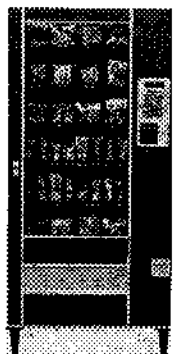
Published by the Navy Exchange Service Command

3280 Virginia Beach Blvd., Virginia Beach, VA 23452-5724

SS00-014

12 June 2000

## SNACK VENDING MACHINE PLANOGRAM RECOMMENDATIONS



- \* Are your snack vending machines set up for optimal performance?
- \* Are you offering your crew the right product mix?
- \* Are you utilizing your machine space to it's best advantage?
- ☺ Some helpful tips are provided as follows: ☺



- ◆ Set up machine space as shown below.
- ◆ Evaluate sales and profit per spiral, get rid of slow movers.
- ◆ Traditional items typically outperform "lower fat products" on ships.
- ◆ Keep in stock by adjusting product mix.
- ◆ Manage machine assortments, give operators a stocking plan with product name and placement.
- ◆ Vending GOAL is to provide fresh quality products to your crew, maximize total sales and profits in a limited sales space.

### 10 Top Selling Candies:

1. M & M's
2. Hershey Bars
3. Reeses
4. Snickers
5. York Peppermint Patty
6. Butterfinger Bars
7. Nestle Crunch
8. Three Musketeers
9. Almond Joy
10. Baby Ruth

Snack Vending Machine							
CHIPS	CHIPS	CHIPS	CHIPS	CHIPS	CHIPS	CHIPS	CHIPS
CHIPS	CHIPS	SNACKS	SNACKS	CHIPS	CHIPS	SNACKS	SNACKS
SNACKS	SNACKS	SNACKS	SNACKS	SNACKS	SNACKS	SNACKS	SNACKS
CANDY	CANDY	CANDY	CANDY	CANDY	CANDY	CANDY	CANDY
CANDY	CANDY	CANDY	CANDY	CANDY	CANDY	CANDY	CANDY
COOKIES	COOKIES	COOKIES	COOKIES	COOKIES	COOKIES	COOKIES	COOKIES
COOKIES	COOKIES	COOKIES	COOKIES	COOKIES	COOKIES	COOKIES	COOKIES

### 5 Top Selling Chips:

1. Lays Potato Chips
2. Ruffles Potato Chips
3. Lays WOW Potato Chips
4. Wise Potato Chips
5. Herrs Potato Chips

### 5 Snack Items:

1. Cheese and Crackers
2. Combos
3. Microwave Popcorn
4. Peanuts
5. Poptarts